

People's Choice Credit Union – 'Choice'

Objective

Position People's Choice Credit Union (PCCU) as a genuine alternative to the major banks, to grow market share, and to reinforce the new brand personality.

Audience

All people in South Australia.

Approach

Use the Out-of-Home environment to engage and entertain consumers. Enable consumers to associate the Credit Union with the desired brand values: fun and quirky.

Impact

The campaign saw a reach of 73%, with a frequency of 8.4.



Category: Finance

Year: 2012

Creative Agency: KWP! Advertising

Media Agency: IKON Communications

[More case studies here.](#)

Campaign source: [Adshel](#)